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SPONSQRSHIP | 2024

The showcase for the sponsorship and brand partnerships sector

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TRANSFORMATIONAL
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PARTNERSHIPS AND
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Wasserman Live (formerly known as CSM Live) specialise in delivering branding and signage, custom fabrication, live event production and experiential operations across sports, music, entertainment and culture. Working with the world's most iconic properties and brands, we elevate live events to make them unforgettable.

For more information, please contact Andrew Hodson on +44 (0) 7931 382262 or Andrew.hodson@csmlive.com



Inkerman provide luxury gifts, trophies and awards to clients, working closely with customers to provide top end products with an exceptional level of service.

- Bespoke and luxury presents for birthdays, weddings, anniversaries, christenings and thank yous.
- Trophies, awards and medals for the sporting and events sector.
- Gifts for corporate events, retirements, dinners and anniversaries.
- Bespoke and luxury gifts for schools, charities and the armed forces
- · Gifts for associated members clients.

Inkerman are highly respected trophy makers, working with some of the most famous sporting events, sponsors and venues throughout the world. We work with each client to produce initial trophy drawings and our craftsmen produce the highest quality pieces from these designs.

We passionately support British manufacture and work with the most skilled and established British craftsmen including silversmiths, leathersmiths, pewterers, glassmakers, box makers, engravers and etchers, many with whom we've worked with since 1996.

Inkerman is the designer and sponsor of the 2024 UK Sponsorship Awards.

Please visit: 01892 752 211 www.inkerman.co.uk sales@inkerman.co.uk



Ages ago, when we were Sponsorship and Community consultants, we developed an evaluation methodology that worked beautifully then and still works now. A customer suggested we market our solution as software, and we never looked back. We are no longer consultants but now offer our method on the cloud, so we're all about leading edge technology. But it's our background in Sponsorship and Community investments that drives our thinking and shapes our software solutions. Run a pilot program and see how 25 years of perfecting something really makes a world of difference.

Please visit www.sponsor.com for more information



YouGov is an international online research data and analytics technology group.

Our mission is to offer unparalleled insight into what the world thinks.

Our innovative solutions help the world's most recognised brands, media owners and agencies to plan, activate and track their marketing activities better.

With operations in the UK, the Americas, Europe, the Middle East, India and Asia Pacific, we have one of the world's largest research networks.

At the core of our platform is an ever-growing source of connected consumer data that has developed daily over our 20 years of operation. We call it living data. All of our products and services draw upon this detailed understanding of our 24+ million registered panel members to deliver accurate, actionable consumer insights.

As innovators and pioneers of online market research, we have a strong reputation as a trusted source of accurate data and insights. Testament to this, YouGov data is regularly referenced by the global press, and we are the most quoted market research source in the world.

YouGov. Living Consumer Intelligence.

For further information, visit business.yougov.com



The Sponsorship Newsletter

To ensure that you are up to speed with what's happening in the sponsorship sector, sign up to our weekly Sponsorship Newsletter. Simply email news@ sponsorship-awards.co.uk. Or follow us or Twitter @sponsnews.



Women in Sponsorship

WiS is a non-profit networking group run by Think!Sponsorship and the UK Sponsorship Awards. Email info@ sponsorship-awards.co.uk if you would like to join the group or be kept informed of upcoming events.

ACTIVATIVE

Activative provides creative and strategic intelligence to fuel game-changing sports and sponsorship marketing. Through our subscription services and bespoke work we offer insights that enable our clients – rights owners, brands, agencies and professional services – stay at the forefront of this evolving landscape. Our focus is on keeping our clients up to date with the latest stand-out creative, innovative campaigns, award winning work, original thinking, new technologies and emerging strategies across the global sports marketing and partnership space. Email contact@activative.co.uk

Visit www.activative.co.uk



GlobalData has decades of experience in being the trusted, gold standard intelligence provider to leading sport brands, agencies, federations, broadcasters, and clubs, helping them to make faster, better-informed decisions. We provide unparalleled information, analysis, insights, and data on media rights, sponsorship, events, and bidding across the world of sport. With in-depth analysis, exclusive news and interviews, and highly detailed databases at your fingertips, we give you complete insight into the business of sport.

www.globaldata.com

GLOBAL SPORTS

We are committed to realising human potential through sport, and helping sporting organisations build a better future. We want individuals to build amazing careers in the business of sport and provide the essential tools needed to increase their employability and advance their careers in sport. Our data-driven digital career advertising and branding solutions help sports companies, educational organisations and training providers around the world connect with the quality and diversity of talent they need to transform their business.

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iSportconnect is the world's largest private community for sports business executives, with more than 23,000 members across the globe. iSportconnect acts a community for those within the sports business industry, working to build relationships and create opportunities for our members through our online platforms and events.

Our events are invitation-only for people within the industry and created in order to help the community develop and learn from their peers, while also enjoying fantastic networking opportunities. Events run by iSportconnect are split into two types, our Masterclass events, which are usually held in London, and our Summits, which take place in various cities across the globe.

iSportconnect can be found via our website, isportconnect.com, on Twitter and LinkedIn or via our OTT TV channel for the sports industry, iSportconnect TV. Overall, iSportconnect has a clear aim – to improve the sports business industry through the way we make valuable personal connections within our community of members.



London Sport is a charity that exists to help all Londoners live longer, healthier and happier lives through being active. Our focus is on children and adults in the most deprived communities who face the greatest challenges of inequality. With physical inactivity responsible for 1 in 6 premature deaths, we want to help every Londoner find their way to move more.

https://londonsport.org





Assignments is the commercial photography and video division of PA Media, the UK and Ireland's national news agency. We empower our customers to succeed across the entire news ecosystem by connecting their brands directly to journalists. We produce and distribute exceptional creative and editorial visual content, consulting when required to ensure projects are editorially worthy and will resonate with the target audience.

We offer a range of content from fast turnaround, same-day shoots and edits to full scale commercial projects. We are proud that much of the work we do with our clients lands in front of the right audiences with maximum exposure – with many of our projects enjoying awards and shortlisting at PR Week Awards and many other communications events.

https://pa.media/pa-mediapoint/assignments



The Public Relations and Communications Association (PRCA) is the world's largest professional PR body. Representing 35,000 PR professionals in 82 countries worldwide, we are a global advocate for excellence in public relations. Our teams across Europe, the Middle-East and Asia-Pacific work with professionals around the world to co-ordinate our operations across six continents. Our mission is to create a more professional, ethical, and prosperous PR industry. We champion - and enforce - professional standards around the world through our Professional Charter and Code of Conduct. The Code compels members to adhere to the highest standards of ethical practice.

www.prca.org.uk



SportBusiness Group is at the heart of the business of sport.

Our news, data and analysis is the industry's most trusted independent source for media rights and sponsorship deals and values globally. Teams, franchises, leagues and tournaments, sponsors, broadcast companies, agencies, venues and financial institutions have come to rely on the depth, accuracy and credibility of our insights and advice.

Over the last 25 years, we have helped our clients grow by unlocking value across their businesses. www.sportbusiness.com



Sport England is a public body and invests more than £300 million of National Lottery and government money each year in projects and programmes that help people get active and play sport.

It wants everyone in England, regardless of age, background, or level of ability, to feel able to engage in sport and physical activity. That's why a lot of its work is specifically focused on helping people who do no, or very little, physical activity and groups who are typically less active - like women, disabled people and people on lower incomes.



The Sport and Recreation Alliance believes that the power of sport and recreation can change lives and bring communities together. Together with our members and in partnership with the wider sector, we make the most of opportunities and tackle the areas that provide a challenge.

We provide advice, support and guidance to our members and the sector, who represent traditional governing bodies of games and sport, county sports partnerships, outdoor recreation, water pursuits, and movement and dance exercise.

To discuss opportunities to work closer with the whole sport sector please contact membership@sportandrecreation.org.uk or visit our website www.sportandrecreation.org.uk



Thinkbox is the marketing body for commercial TV in the UK, in all its forms. It works with the marketing community with a single ambition: to help advertisers get the best out of today's TV.

Its shareholders are Channel 4, ITV, Sky Media, and UKTV, who together represent over 99% of commercial TV advertising revenue through their owned and partner TV channels.

Thinkbox is here to help you get the best out of TV, and there are lots of ways we try to do that: from presentations and training, to events, research insights, press enquiries, publications and TV planning advice.

If you'd like to find out more, or book a presentation for you and your colleagues, then please get in touch.

www.thinkbox.tv.

Think!Sponsorship

Think!Sponsorship delivers sponsorship intelligence to the UK sponsorship marketplace. Our products and services are used by sponsors, sponsorship agencies and sponsorship seekers from across the sports, arts, charity, entertainment, broadcast, local council, music, entertain-ment and media sectors.

We own a number of products and services that provide opportunities for those working within sponsorship to develop best practice, promote their proposition, and create new contacts. These include our database tool FindlSponsorship, our acclaimed training series – SellYour Sponsorship Workshops & our networking events which include Women in Sponsorship organised in association with The UK Sponsorship Awards.

www.thinksponsorship.com



Women in Sport was founded in 1984 and its vision is that no-one is excluded from the joy, fulfilment and lifelong benefits of sport and exercise. Recognising that gender stereotypes and institutional bias are holding women back in life and in sport, the charity's purpose is to create lasting positive change for women and girls in sport and society. The charity has a track record of success in securing change based on its deep understanding of the needs and aspirations of women and girls at each life stage and its determination to break down stubborn gender inequalities through its work within the sports sector and beyond.

www.womeninsport.org

MARINA ABRAMOVIC & BNP PARIBAS ACCESSART25

ENTERED BY: ROYAL ACADEMY OF ARTS

AccessArt25 was born from the bank's mission to develop a project that aligned with its ambition to promote social inclusion and the empowerment of young people. Following successful BNP Paribas AccessArt25 programmes in previous years, the bank sponsored Marina Abramović in 2023

THE CLARIDGE'S ROYAL ACADEMY SCHOOLS ART PRIZE ENTERED BY: ROYAL ACADEMY OF ARTS

This landmark three-year partnership was launched in 2023. The winner of The Claridge's RA Schools Art Prize is selected by a panel of expert judges and receives a prize amount of £30,000 to fund a solo exhibition. The goal is to embed the Claridge's brand authentically within the art world.

GERMAN NATIONAL TOURIST OFFICE & ENO'S THE RHINEGOLD

ENTERED BY: ENGLISH NATIONAL OPERA

This partnership was an attempt to bounce back from Covid-19 by promoting tourism to Germany, particularly eco-tourism. GNTO's sponsorship of ENO's The Rhinegold was a triumph, providing access to an audience with an interest in German culture and the financial means to visit.

MINI AT THE LONDON DESIGN FESTIVAL

ENTERED BY: WASSERMAN

'Nice to Meet You Again' showcased a vision for the future, emphasising human connection and unity. Located at Shoreditch Electric Light Station, the activation paid tribute to the Classic MINI character and gave visitors the opportunity to engage in workshops, with ticket proceeds going to charity.

MORGAN STANLEY, SOMERSET HOUSE & THE COURTAULD PARTNERSHIP

ENTERED BY: MORGAN STANLEY

This bespoke three-way partnership was underpinned by an authentic desire for inclusion. A focus on NextGen audiences, contemporary art and black creativity and talent, succeeded in promoting the sponsor's modernised brand and engaging its targets. For the arts organisations, the sponsor lent expertise and financial support to their ambitions to successfully diversify audiences.

THEAKSTON OLD PECULIER CRIME WRITING FESTIVAL & T&R THEAKSTON

ENTERED BY: HARROGATE INTERNATIONAL FESTIVALS

This partnership centred on Theakston Old Peculier and the Harrogate Crime Writing Festival. It provided T&R Theakston with a platform on which to market the Theakston Old Peculier brand to a broad national and international audience, delivering a substantial increase in Theakston's brand awareness with book buying consumers.



HIGHLY COMMENDED

MARINA ABRAMOVIC & BNP PARIBAS ACCESSART25

ENTERED BY: ROYAL ACADEMY OF ARTS

LIVE ENTERTAINMENT & EVENT SPONSORSHIP

SHORTLIST

AMEX AFTERS

ENTERED BY: WASSERMAN

Amex Afters was about innovating the afterparty experience, extending the magic of live beyond the main event. With exclusive, intimate access to the hottest talent and immersive experiences, fans got to feel closer to the artists they love.

BARCLAYCARD AMP IT UP 2023

ENTERED BY: M&C SAATCHI SPORT & ENTERTAINMENT

The Amp It Up campaign was deployed across festivals to celebrate moments of anticipation that surround live music, with a core focus on elevating the experience through customer rewards. The ultimate goal was to establish Barclaycard as the brand for the best perks and experiences.

DHL FAST-TRACK X EASY LIFE

ENTERED BY: GLOBE - UNIVERSAL MUSIC GROUP

The Fast-Track programme supports artists on their road to stardom by connecting them with music fans globally. For DHL the core business need was to create an emotive connection with younger demographics, enabling them to engage with the next generation of business leaders and users of DHL services.

P&O CRUISES & BAFTA TELEVISION AWARDS

ENTERED BY: WAVEMAKER UK

The aim of this alliance with BAFTA was to help the brand bounce back after Covid-19. By creating memorable moments around the glitz and glamour of the TV Awards, the partnership helped P&O Cruises restore credibility and achieve strong results.

THE FUN NEVER ENDS WITH VOXI AND KISS ENTERED BY: BAUER MEDIA

This campaign was about driving fame among GenZs. Utilising KISS's events portfolio, VOXI sponsored KISS Ibiza and KISS Haunted House Party. The campaign communicated VOXI's pricing, and highlighted its core messaging of 'The Fun Never Ends'.



HIGHLY COMMENDED

AMEX AFTERS

ENTERED BY: WASSERMAN

SOCIAL PURPOSE, COMMUNITY OR CHARITY SPONSORSHIP

SHORTLIST

BARCLAYS COMMUNITY FOOTBALL FUND

ENTERED BY: M&C SAATCHI SPORT & ENTERTAINMENT

This initiative is about creating opportunities for underrepresented communities to access football. The aim is to deliver wider benefits – such as connecting communities, increasing confidence, and providing life skills for greater social mobility. The programme focuses on women and girls; lower socio-economic areas; racially diverse communities; people with disabilities; and people from the LGBTQ+ community.

THE GREAT BRITISH SCHOOL TRIP

ENTERED BY: WE ARE FUTURES & LAUNCH

The Great British School Trip draws on the insight that teachers are less likely to book school trips because families can't afford them. With a £1m budget, the programme offers transport bursaries and an easy-booking portal. 29,000 young people have benefited and parents are more positive about Hyundai.

CADBURY & GRENFELL ATHLETIC FC

ENTERED BY: MKTG SPORTS + ENTERTAINMENT

This community-focused partnership saw Cadbury club together with 14 football clubs to help fund Grenfell Athletic FC. With the club acting as a focal point for hope and resilience, donations helped finance a football pitch, goal nets, corner flags for the pitch, dugouts, training equipment and grounds staff.

PADDY POWER & PROSTATE CANCER UK AND THE PDC

ENTERED BY: PADDY POWER

The goal of this partnership was to raise awareness of Prostate Cancer and funds for charity Prostate Cancer UK. In a clever execution, the sponsor committed to giving the charity £1000 for every player who hit '180' at the most recent World Darts Championship.

MIGHTY HIKES & SANTANDER

ENTERED BY: MACMILLAN CANCER SUPPORT

Mighty Hikes was about easing the financial pressure on people affected by cancer, at a time when uncertainty and worries were increasing alongside bills and spending. Through sponsoring Mighty Hikes, the partners were able to increase public awareness and raise funds for Macmillan's services

RACE FOR LIFE & STANDARD LIFE

ENTERED BY: CANCER RESEARCH UK

This was the first year that the financial services brand had been headline sponsor of the popular Race for Life event series. The new partnership hit the ground running, raising over £30m for the charity's life-saving work and boosting both affinity and brand consideration for the incoming sponsor.

#TALKMORETHANFOOTBALL - THREE, CHELSEA FC & SAMARITANS

ENTERED BY: WONDERHOOD STUDIOS

#TalkMoreThanFootball tackled the insight that men are four times more likely to talk about football than their mental wellbeing. The goal for this threeway partnership was to reach as many people as possible and encourage a society-wide conversation around the mental health of men in the UK.

WEAREFEARLESS. & HACKNEY WOMEN'S FC

ENTERED BY: WEAREFEARLESS.

This partnership is an example of a sponsorship agency walking the walk. Hackney Women's FC, established in 1986, prides itself on being Europe's first openly gay women's football club. By supporting the club, WeAreFearless has set out to be true to the purpose of its agency and its dedicated women's sports division.

WINNER

ADDY POWER & PROSTATE CANCER UK AND THE PDC **ENTERED BY: PADDY POWER**

This high impact sponsorship didn't just raise funds for charity, it also triggered 136,000 men to check their prostate cancer risk on Prostate Cancer UK's website. With 71% discovering they were at high-risk, this bold partnership can truly claim to have had a life-saving impact.



HIGHLY COMMENDED

WEAREFEARLESS. & HACKNEY WOMEN'S FC

ENTERED BY: WEAREFEARLESS.

EDUCATION & LEARNING SPONSORSHIP

SHORTLIST

APPRENTICESHIPS, SORTED WITH AMAZON

ENTERED BY: APPRENTICE NATION

This partnership was about uniting brands, talent and the power of music to engage underrepresented youth with careers they love. The intersection of education, learning and entertainment aligned with Amazon's business goals and made Apprentice Nation the right platform to showcase Amazon's achievements.

THE CLARIDGE'S RA SCHOOLS ART PRIZE

ENTERED BY: ROYAL ACADEMY OF ARTS

This landmark three-year partnership was launched in 2023. The winner of The Claridge's RA Schools Art Prize is selected by a panel of expert judges and receives a prize amount of £30,000 to fund a solo exhibition. The goal is to embed the Claridge's brand authentically within the art world.

SOLVE FOR TOMORROW & SAMSUNG

ENTERED BY: WE ARE FUTURES

This partnership sought to address Gen Z's concerns about the future, with 85% believing they lack access to the skills needed for today's digital jobs. Samsung's flagship education programme, Solve for Tomorrow, prioritises quality STEM education. Aligned with Samsung's global mission, it empowers under 25s through expert workshops and mentorship.

ADVENTURES IN SAND & SPIN MASTER

ENTERED BY: SUPER.

This innovative partnership demonstrated the power of kinetic play in engaging children in STEM, Humanities and Arts education at an early age; whilst increasing brand and product awareness. In particular the campaign highlighted the impact of play for children with special educational needs and disabilities.

PROTOTYPING A FOSSIL FREE FUTURE TOGETHER WITH UPM

ENTERED BY: CENTRAL SAINT MARTINS

This ground-breaking initiative sought to demonstrate how industries can make the shift to renewable, circular materials. The goal was to show what can be achieved when the one of the world's top design schools and one of the world's leading producers of fossil-free renewables join together.

WINNER

APPRENTICESHIPS, SORTED WITH AMAZON ENTERED BY: APPRENTICE NATION

Apprenticeships, Sorted exceeded its objectives, resonating with diverse audiences while garnering positive media coverage. It engaged over 200 young people at a live event and achieved 60,000 views of ondemand content. Results included a 100% increase in visits to Amazon's Apprenticeships Page.



ENVIRONMENTAL & SUSTAINABILITY SPONSORSHIP

SHORTLIST

RECHARGE IN NATURE WITH NATIONAL PARKS PARTNERSHIPS & BMW UK

ENTERED BY: NATIONAL PARKS PARTNERSHIPS

Recharge in Nature is a three-year alliance that is focused on funding nature restoration projects and increasing the number of electric vehicle (EV) charging points in National Parks across the UK. Through its participation, BMW is helping vital landscapes to be better connected and more biodiverse.

EVIAN WIMBLEDON PLAYER REFILL SYSTEM 2023

ENTERED BY: DANONE

This entry centres on a partnership with Wimbledon. In 2023, the partners revealed their first ever on-court refillable system, as a new way to hydrate players. 96% of players found it easy to integrate in their routine, and it delivered equity, broadcast and business results that surpassed all KPIs for the

LIVERPOOL FOOTBALL CLUB & SC JOHNSON - AT **WORK FOR A BETTER WORLD**

ENTERED BY: LIVERPOOL FOOTBALL CLUB

At Work For A Better World is an attempt to educate the public on waste, promoting the 'reduce, reuse, recycle' message. In a bid to prevent plastic bottles going to landfill, the club encouraged fans to dispose of bottles responsibly so they could be upcycled into Mr Muscle products, a brand of the SC Johnson family

STANDARD CHARTERED WEATHER PHOTOGRAPHER **OF THE YEAR 2023**

ENTERED BY: B2B PARTNERSHIPS

This unique platform blends photography, climate awareness, education and social value. The objectives for both parties were to raise awareness, educating on the world's fast-changing weather and its impacts on society. The first year exceeded reach, engagement, social value and media KPIs.

PROTOTYPING A FOSSIL FREE FUTURE TOGETHER WITH IIPM

ENTERED BY: CENTRAL SAINT MARTINS

This ground-breaking initiative sought to demonstrate how industries can make the shift to renewable, circular materials. The goal was to show what can be achieved when the one of the world's top design schools and one of the world's leading producers of fossil-free renewables join together.

VINTED ON CHANNEL 4

ENTERED BY: CHANNEL 4

This partnership was about finding a creative way to highlight the financial benefits of buying and selling clothes via Vinted while also displaying the possibility of discovering new styles. At the same time, the partners wanted to position Vinted as a brand that helps people save money and feel good at the same time.

WINNER

CHARGE IN NATURE WI'RTNERSHIPS & BMW UK WITH NATIONAL PARKS

ENTERED BY: NATIONAL PARKS PARTNERSHIPS

Recharge in Nature achieved its goals by having a positive impact in multiple ways. The installation of charge-points enabled more visits to National Parks to be undertaken in EVs. Restoration projects had direct and measurable ecosystem benefits. And people were able to reconnect with nature.



HIGHLY COMMENDED

INTED ON CHANNEL 4 ENTERED BY: CHANNEL 4

DIVERSITY, EQUALITY & INCLUSION

SHORTLIST

BARCLAYS COMMUNITY FOOTBALL FUND

ENTERED BY: M&C SAATCHI SPORT & ENTERTAINMENT

This initiative is about creating opportunities for underrepresented communities to access football. The aim is to deliver wider benefits - such as connecting communities, increasing confidence, and providing life skills for greater social mobility. The programme focuses on women and girls; lower socio-economic areas; racially diverse communities; people with disabilities; and people from the LGBTQ+ community.

THE LGBTQ+ MUSEUM VR & DELOITTE

ENTERED BY: DELOITTE

This partnership is a powerful example of how technology can do good and stand out in a sea of sameness by being human, using creativity, positivity and inspiration. In this case, Deloitte worked with extended reality specialist Antonia Forster to create a virtual museum full of stories from the LGBTQ+ community.

THE MORGAN STANLEY EXHIBITION: THE MISSING THREAD AT SOMERSET HOUSE

ENTERED BY: MORGAN STANLEY

The ambition of The Missing Thread exhibition was to change the narrative of British cultural identity by highlighting the untold stories of Black creatives in fashion. For Morgan Stanley, the sponsorship created a narrative around D&I, and boosted the firm's profile amongst its target diverse professional audiences.

SKY BROADBAND & GUILD ESPORTS - #NOROOMFORABUSE

ENTERED BY: GUILD ESPORTS

#NoRoomForAbuse sought to address the fact that women endure constant misogynistic abuse when gaming online. Sky Broadband and Guild organised immersive training for men at the Sky Guild Gaming Centre, exposing them to the verbal abuse women gamers endure. This initiative sparked crucial conversations about combating online abuse against women.

THREE & #WESEEYOU NETWORK

ENTERED BY: THREE UK & BOYS+GIRLS

This partnership was built on the mobile phone brand's strong history of supporting Chelsea FC over the past number of years. The #WeSeeYou Network is a culture-shifting initiative; building a long-term community of role models, recognising the women who serve as the backbone of their sporting communities, and nurturing the talent who are set to do great things in the

THE UNITY BALL & VOLTAROL NATURALS

ENTERED BY: PUBLICIS MEDIA

This sponsorship supported the launch of Voltarol Naturals. Working with Channel 4, Gay Times and LadBible, Voltarol created a four-part documentary My Right To Move: The Unity Ball. The series set out to explore the issue of inequality in rugby union sensitively. The end result was a boost in sales and a new physical DEI symbol in the shape of the Unity Ball.

WINNER

BARCLAYS COMMUNITY FOOTBALL FUND ENTERED BY: M&C SAATCHI SPORT & ENTERTAINMENT

This highly-effective campaign has provided 2,910 community groups with access to vital funding and support. 96% of groups involved said they were able to engage new young people from underrepresented groups.



HIGHLY COMMENDED

HIGHLY COMMENDED

SKY BROADBAND & GUILD ESPORTS - #NOROOMFORABUSE

PARTNERED BY THINKBOX



SHORTLIST

ISUZU D-MAX SPONSORS ADVENTURES ON WARNER BROS. DISCOVERY

ENTERED BY: WARNER BROS. DISCOVERY & tmwi

The brief for this campaign was to drive awareness of the client's brand among an audience of 'doers', with interests including the outdoors, angling, fishing, and extreme sport. The campaign, which involved sponsoring adventure programming on Discovery, Quest and DMAX, was a success reaching 9.9m Individuals across a four month period.

JD WILLIAMS & ITV'S 'MY MUM YOUR DAD'

ENTERED BY: HOUSE 337

This campaign was about overturning the outdated view that women cease to be of value once menopausal or post-menopausal. In a bid to confront ageist and sexist myths, JD Williams seized the opportunity of partnering ITV's My Mum Your Dad. The campaign exceeded all expectations by making JD Williams a brand women could emotionally connect with.

SKY SPORTS DELIVERING FOR KFC

Entered by: Sky Media & Mindshare

This partnership was designed to support KFC's ambitions in the world of food delivery. More than just a badging exercise, the cross-platform sponsorship became part of the DNA of the Sky Sports viewing experience – with contextual placement and Sky Sports commentator voiceovers helping power strong brand metrics.

FOOTBALL ON TNT SPORTS SPONSORED BY MOTORWAY

ENTERED BY: WARNER BROS. DISCOVERY & MG OMD

This partnership was designed to take the fast-growing auto marketplace brand to the next level. Working with WBD's Brand Solutions creative team, the idea was to put the user experience, and the joy of getting a great deal at the heart of the campaign, linking it with fan goal celebrations.

SAMSUNG PARTNERS WITH C4'S SUNDAY BRUNCH

ENTERED BY: CHANNEL 4

The aim of this partnership was to reach ABC1 adults and show off Samsung's domestic appliances across the year. At the same time it needed to help forge a personal bond with viewers. The sponsorship gave Samsung 20 sponsorship idents a week for 52 weeks. It also allowed product placement with Samsung able to refit the entire Sunday Brunch kitchen with its appliances.

XERO & FIFA WOMEN'S WORLD CUP

ENTERED BY: DECEMBER19

This partnership leveraged the power and success of the Lionesses football team on the global stage, to drive brand and commercial growth. To engage small and medium businesses and fans, the campaign told the stories of businesswomen behind the game and presented Xero as the brand which frees people to embrace bigger possibilities.

WINNER

SAMSUNG PARTNERS WITH C4'S SUNDAY BRUNCH ENTERED BY: CHANNEL 4

Sunday Brunch, with its editorial format and focus on cooking segments, was an ideal choice for Samsung and helped it grow market share. Samsung has also seen growth in brand metrics across 2023 with consideration and awareness of several of its appliances enjoying notable improvement.



HIGHLY COMMENDED

SKY SPORTS DELIVERING FOR KFC

ENTERED BY: SKY MEDIA & MINDSHARE

SHORTLIST

THE FUN NEVER ENDS WITH VOXI AND KISS

ENTERED BY: BAUER MEDIA

This campaign sought to take advantage of the fact that Gen Zs are switching mobile networks more than ever because of the cost-of-living crisis. Still a young brand, VOXI had the perfect product for Gen Z, but needed to build brand awareness to meet its potential.

BAUER MEDIA & WICKES

ENTERED BY: BAUER MEDIA

This hard-working campaign entered its 12th year in 2023. By delivering ever more integrated, creative, innovative and effective campaigns across Bauer's platforms, the partners drove awareness to its highest level of 97%, with campaign recognisers feeling more positive about Wickes at 73%.

THE FUN NEVER ENDS WITH VOXI AND KISS ENTERED BY: BAUER MEDIA This campaign saw Voxi and Bauer tap into the KISS brand's events portfolio, which includes KISS lbiza and KISS Haunted House Party. Based around its core messaging of 'The Fun Never Ends', the Voxi sponsorship drove awareness, consideration, affinity, purchase intent and recommendation by word of mouth for the target 16-34 audience.

AMERICAN EXPRESS & AMEX TIKTOK CORRESPONDENT WITH BRIGHTON & HOVE ALBION

ENTERED BY: HOPE&GLORY

This campaign was built around Brighton & Hove Albion's first-ever pre-season tour in the USA. To celebrate this transatlantic opportunity, American Express launched a national search for an 'Amex TikTok Correspondent' to create content for social media channels. The campaign saw a 10% increase in brand consideration among potential cardmembers.

READY OR NOT?! - WITH E.L.F. & CHANNEL 4

ENTERED BY: WAVEMAKER UK

This campaign was about finding an engaging way to drive awareness of the cosmetics brand and its ethos to shape culture through positivity, inclusivity and accessibility. Showing the UK that e.l.f. is for every eye, lip and face, the partners created a three-part series with content creator Adeola Patronne.

GOOGLE CHROME & MCLAREN

ENTERED BY: LAUNDRY SERVICE: A WASSERMAN COMPANY

This activation is one element of Google's partnership with McLaren Formula 1 Team. Google Chrome is used across the team's operations, supporting performance at the track and at the McLaren Technology Centre. Throughout 2023, the partnership was brought to life by giving Chrome a role in the cultural conversation around F1, through social and digital content.

FOOTBALL ON PIXEL - GOOGLE PIXEL

ENTERED BY: ESSENCEMEDIACOMX

This partnership elevated women's football through social media. Recognising the gender disparity in football coverage, Google Pixel redefined how the Women's World Cup was covered. Across the event, content creators produced 68 films that were promoted across social accounts, driving uplift in Pixel awareness and boosting women's football Coverage.

DROP IN WITH SAMSUNG - SAMSUNG UK & SKATEBOARD GB

The partnership with Skateboard GB, the governing body for British skateboarding, manifested in Drop In With Samsung, a platform that invited young skate fans to demonstrate they have the guts to try. The partners created an extensive social content campaign and built an entire skate experience.

STANDARD CHARTERED & 'PLAY ON' CAMPAIGN

ENTERED BY: OCTAGON

This creative partnership with Liverpool FC began with the insight that twice as many girls as boys quit sport by age 14. It then linked this to the fact that 94% of women in C-suite positions played sport through their teens. To draw attention to this, the partners created films which imagined top Liverpool players quitting football – giving the same reasons as young girls.

ROP IN WITH SAMSUNG - SAMSUNG UK & KATEBOARD GB **ENTERED BY: IRIS** Drop In With Samsung earned the respect of the British skateboarding community and recruited the audience required to meet Samsung's commercial objectives. The power of the sponsorship lay in establishing the common ground between a demanding sport and Samsung's content creation capabilities you will FAIL AT SOMETHING 799 TIMES AND

HIGHLY COMMENDED

FOOTBALL ON PIXEL - GOOGLE PIXEL

ENTERED BY: ESSENCEMEDIACOM

BRANDED CONTENT

SHORTLIST

DHL FAST-TRACK X EASY LIFE

ENTERED BY: GLOBE - UNIVERSAL MUSIC GROUP

The Fast-Track programme supports artists on their road to stardom by connecting them with music fans globally. For DHL the core business need was to create an emotive connection with younger demographics, enabling them to engage with the next generation of business leaders and users of DHL

HALIFAX: PRIME LOCATIONS IN PRIME TIME

ENTERED BY: SKY MEDIA, CHANNEL 5 & ZENITH

This collaboration created a nationwide spectacle; a primetime AFP with world-class talent focusing on Halifax's key values – community, people and local identity, alongside leading knowledge on mortgages and house pricing. Halifax reached 2.2m UK viewers - resonating with hearts, minds and wallets.

HILTON HOTELS VROOM SERVICE

ENTERED BY: DENTSU CREATIVE

The campaign was based around the sponsor's partnership with McLaren. At the 2024 Las Vegas GP, the partners held a surprise birthday blow-out "Vroom Service" for driver Lando Norris. The Weekend ended with a huge bash for Hilton Honors members & influencers at Hilton's Stay on the Grid experience.

ROCKSTAR ENERGY & STORMZY

ENTERED BY: GLOBE - UNIVERSAL MUSIC GROUP

This work was a prime example of what happens when innovation, creativity, activation and a world-class artist meet - creating a branded concert experience on Spotify. Built on qualitative segmentation work, this activation positioned the brand in a fresh way, and turned the world's biggest audio platform into a visual immersive stage.

THE UNITY BALL & VOLTAROL NATURALS

ENTERED BY: CHANNEL 4

The sponsorship supported the launch of Voltarol Naturals. Working with Channel 4, Gay Times and LadBible, Voltarol created a four-part documentary My Right To Move: The Unity Ball. The series set out to explore the issue of inequality in rugby union sensitively. The end result was a boost in sales and $\boldsymbol{\alpha}$ new physical DEI symbol in the shape of the Unity Ball.



HIGHLY COMMENDED

HALIFAX: PRIME LOCATIONS IN PRIME TIME

ENTERED BY: SKY MEDIA, CHANNEL 5 & ZENITH

BRANDED CONTENT - FOOTBALL FOCUS

SHORTLIST

ASAHI SUPER DRY & MANCHESTER CITY FC

ENTERED BY: CSM SPORT & ENTERTAINMENT

This partnership with Manchester City was designed to support the sponsor's ambition to become a top 10 beer brand by 2030. Asahi is determined to be 'not just another official beer brand' and used the club's pre-season tour to Japan to showcase the players' passions with a twist.

GATORADE & MANCHESTER CITY

ENTERED BY: CITY FOOTBALL GROUP

The objective of the activation was to democratise Gatorade by drawing attention to the brand. A series was created called 'Everyday Goals', which explored different aspects of players training routines. Episodes covered nutrition, pre-activation and on the pitch, and were hosted by a relatable influencer

FOOTBALL ON PIXEL - GOOGLE PIXEL

ENTERED BY: ESSENCEMEDIACOMX

This partnership elevated women's football through social media. Recognising the gender disparity in football coverage, Google Pixel redefined how the Women's World Cup was covered. Across the event, content creators produced 68 films that were promoted across social accounts, driving uplift in Pixel awareness and boosting women's football Coverage.

SELA & NEWCASTLE UNITED FC - 'WE'RE BACK'

ENTERED BY: SELA & NEWCASTLE UNITED FC

The hook for 'We're Back' was that Newcastle United were returning to the UEFA Champions League after 20 years. With fans filled with anticipation, Sela (a creator of spectacular experiences and iconic destinations) surprised all by staging a UK-first: a football-themed drone show above St. James' Park stadium.

STANDARD CHARTERED & 'PLAY ON' CAMPAIGN

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This creative partnership with Liverpool FC began with the insight that twice as many girls as boys quit sport by age 14. It then linked this to the fact that 94% of women in C-suite positions played sport through their teens. To draw attention to this, the partners created films which imagined top Liverpool players quitting football – giving the same reasons as young girls.

LIVERPOOL FOOTBALL CLUB & VISTAPRINT CHRISTMAS CAMPAIGN 2023

ENTERED BY: LIVERPOOL FOOTBALL CLUB

The objective of this campaign was to showcase the client's product offering and drive traffic to the website through engaging organic content on LFC channels. Built around the creative hook, the 'earliest Christmas ever', content was posted organically across the Club's social media channels, and has been a huge hit, with overall video views surpassing 13 million.

FOOTBALL ON PIXEL - GOOGLE PIXEL ENTERED BY: ESSENCEMEDIACOMX The 'Football On Pixel' campaign undeniably achieved Google Pixel's objective of increasing the visibility of women's football around the World Cup. The high volume of branded content reached millions of fans; garnering attention from fans, fellow brands, media owners, and industry peers.

HIGHLY COMMENDED

STANDARD CHARTERED & 'PLAY ON' CAMPAIGN

ENTERED BY: OCTAGON

CELEBRITY & INFLUENCER ENDORSEMENT

SHORTLIST

THE ASDA TASTE MATCH CHALLENGE ON SKY MAX

ENTERED BY: SKY MEDIA, SPARK FOUNDRY & SPP MEDIA

This campaign saw the partners launch a taste test challenge with Sky show Never Mind the Buzzcocks, to showcase food quality and change perceptions. Celebrity comedians Judi Love and Buzzcocks' panellist Jamali Maddix performed blind taste tests on ASDA products versus the M&S equivalent. The campaign surpassed benchmarks, shifting perception and consideration.

PIXEL FC - GOOGLE PIXEL

ENTERED BY: ESSENCEMEDIACOMX

Sponsored by Google Pixel and entered by EssenceMediacomX, this partnership elevated women's football through social media. Recognising the gender disparity in football coverage, Google Pixel set out to bridge this visibility gap and elevate the women's game by launching Pixel FC - a collective of content creators and presenters dedicated to increasing both the quantity and quality of women's football coverage.

HILTON HOTELS VROOM SERVICE

ENTERED BY: DENTSU CREATIVE

This campaign was based around the sponsor's partnership with McLaren. At the 2024 Las Vegas GP, the partners held a surprise birthday blow-out "Vroom Service" for driver Lando Norris. The Weekend ended with a huge bash for Hilton Honors members and influencers at Hilton's Stay on the Grid experience.

JD WILLIAMS & ITV'S 'MY MUM YOUR DAD'

ENTERED BY: HOUSE 337

The campaign was about overturning the outdated view that women cease to be of value once menopausal or post-menopausal. In a bid to confront ageist and sexist myths, JD Williams seized the opportunity of partnering ITV's My Mum Your Dad. The campaign, which drew on the expertise of TV host Davina McCall, exceeded all expectations by making JD Williams a brand women could emotionally connect with.

'MADE IN CHELSEA' & PHILIPS

ENTERED BY: CHANNEL 4

The goal of this partnership was to solidify Philips as a unisex hair removal brand, drive purchase intent and improve brand perceptions amongst the core audience of adults 25-44. Made in Chelsea provided a great environment to integrate the products naturally within editorial, showcasing popular and influential cast members using the products in "getting ready" scenes.

ROCKSTAR ENERGY & STORMZY

ENTERED BY: GLOBE - UNIVERSAL MUSIC GROUP

This work was a prime example of what happens when innovation, creativity, activation and a world-class artist meet - creating a branded concert experience on Spotify. Built on qualitative segmentation work, this activation positioned the brand in a fresh way, and turned the world's biggest audio platform into a visual immersive stage.

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HIGHLY COMMENDED

ROCKSTAR ENERGY & STORMZY

ENTERED BY: GLOBE - UNIVERSAL MUSIC GROUP

SUPPORTED BY SPORT ENGLAND



SHORTLIST

THE AUDI PERFORMANCE ZONE ON SKY SPORTS

ENTERED BY: SKY MEDIA & PHD

This partnership is all about the brand's commitment to innovation – which helps position it as a key player in the EV market. Key innovations this year included 'Force Plates', 'Zen Eye', and the 'Audi Performance Zone'. These were put into action on Sky's live coverage of the PGA Tour, leading to higher engagement and driving greater impact on perceptions and consideration.

BARCLAYS - OFFICIAL BANK PARTNER OF WIMBLEDON

ENTERED BY: M&C SAATCHI SPORT & ENTERTAINMENT

This campaign was year one of the bank's new partnership with Wimbledon. Highlights included fan activations at the Barclays Clubhouse, large donations to The Wimbledon Foundation, customer rewards and experiences, and money-can't-buy hospitality opportunities for clients.

GULF & WILLIAMS RACING FAN LIVERY CAMPAIGN 2023 ENTERED BY: CREATIVE ARTISTS AGENCY

The campaign was designed to create global awareness and understanding of Gulf's distinct brand proposition amongst F1 fans. Gulf's key activation with Williams for the 2023 F1 season, the Gulf Fan Livery Vote campaign, was crafted to create a number of high impact moments as part of a coherent multi-phased 360 campaign that ran from May until October.

IG & ECB - 'NET GAINS'

ENTERED BY: CSM SPORT & ENTERTAINMENT

This partnership with the England & Wales Cricket Board is about making the brand more familiar and accessible to traders, investors and fans. The Ashes series in 2023 provided an opportunity to take the partnership to the next level via the Net Gains fund – a campaign that drove deeper engagement with fans and also addressed needs at a grassroots level.

KIND SNACKS & THE FA AND ENGLAND LIONESSES

ENTERED BY: KIND SNACKS

The challenge with this partnership was how to establish a new sponsor of the England Team in a World Cup year, when partners were outspending them by 100/1. Taking a leaf out of the Lionesses playbook, KIND decided to roar, with high-impact activations across media, PR & customer that captured the hearts of consumers.

PADDY POWER'S PARTNERSHIP WITH PROSTATE CANCER UK & THE PDC

ENTERED BY: PADDY POWER

The goal of this partnership was to raise awareness of Prostate Cancer and funds for charity Prostate Cancer UK. In a clever execution, the sponsor committed to giving the charity £1000 for every player who hit '180' at the most recent World Darts Championship.

SELA & NEWCASTLE UNITED FC - 'WE'RE BACK'

ENTERED BY: SELA & NEWCASTLE UNITED FC

The hook for 'We're Back' was that Newcastle United were returning to the UEFA Champions League after 20 years. With fans filled with anticipation, Sela (a creator of spectacular experiences and iconic destinations) surprised all by staging a UK-first: a football-themed drone show above St. James' Park stadium.

WINNER

PADDY POWER'S PARTNERSHIP WITH PROSTATE CANCER UK & THE PDC

ENTERED BY: PADDY POWER

Paddy Power called this "the most important campaign we've ever done", gaining five times more media coverage than any Paddy Power campaign ever. Brand and marketing director Michelle Spillane said "the sponsorship saw brand love and metrics hit new heights. But the biggest win was 136,000 men checking their prostate cancer risk."



HIGHLY COMMENDED

KIND SNACKS & THE FA AND ENGLAND LIONESSES

ENTERED BY: KIND SNACKS

WOMEN'S SPORTS SPONSORSHIP

SUPPORTED BY WOMEN IN SPORT



SHORTLIST

AXA MELWOOD TRAINING CENTRE & NAMING RIGHTS

ENTERED BY: LIVERPOOL FOOTBALL CLUB

This entry centred on the inauguration of the AXA Melwood Training Centre for the Liverpool FC Women's team. It is testament to Axa's commitment to women, providing a secure and empowering space for the women's team to thrive.

METRO BANK - CHAMPION OF WOMEN'S AND GIRLS' CRICKET

ENTERED BY: THE SPACE BETWEEN

This ground-breaking six-year purpose driven partnership with the ECB is based on a shared ambition to make cricket more accessible, inspire the next generation, and champion a positive future for women and girls in UK communities.

SKY BROADBAND & GUILD ESPORTS - #NOROOMFORABUSE

ENTERED BY: GUILD ESPORTS

#NoRoomForAbuse sought to address the fact that women endure constant misogynistic abuse when gaming online. Sky Broadband and Guild organised immersive training for men at the Sky Guild Gaming Centre, exposing them to the verbal abuse women gamers endure. This initiative sparked crucial conversations about combating online abuse against women.

STANDARD CHARTERED & 'PLAY ON' CAMPAIGN

ENTERED BY: OCTAGON

This creative partnership with Liverpool FC began with the insight that twice as many girls as boys quit sport by age 14. It then linked this to the fact that 94% of women in C-suite positions played sport through their teens. To draw attention to this, the partners created films which imagined top Liverpool players quitting football – giving the same reasons as young girls.

THREE & #WESEEYOU NETWORK

ENTERED BY: THREE UK & BOYS+GIRLS

This partnership was built on the mobile phone brand's strong history of supporting Chelsea FC over the past number of years. The #WeSeeYou Network is a culture-shifting initiative; building a long-term community of role models, recognising the women who serve as the backbone of their sporting communities, and nurturing the talent who are set to do great things in the future.

WINNER

METRO BANK - CHAMPION OF WOMEN'S AND GIRLS' CRICKET

ENTERED BY: THE SPACE BETWEEN

The first six months of this partnership saw immediate brand impact for the bank, with upturn in awareness, trust and consideration. This has laid the foundation to grow the brand, and drive transformational change for women & girls' cricket.



WOMEN'S SPORTS SPONSORSHIP -FIFA WOMEN'S WORLD CUP 2023

SUPPORTED BY WOMEN IN SPORT



SHORTLIST

KIND SNACKS & THE FA AND ENGLAND LIONESSES

The challenge with this partnership was how to establish a new sponsor of the England Team in a World Cup year, when partners were outspending them by 100/1. Taking a leaf out of the Lionesses playbook, KIND decided to roar, with high-impact activations across media, PR & customer that captured the

MCDONALD'S UK & FIFA WOMEN'S WORLD CUP

ENTERED BY: RED CONSULTANCY

The client backed the FIFA Women's World Cup with intensity, innovation & investment. Showing its support, McDonald's secured FIFA screening licences before ITV and the BBC; created women's football's first collectable figurine; staged fan events and provided participation moments for youngsters.

SURE WOMEN'S WORLD CUP

ENTERED BY: MINDSHARE

This campaign was anchored around three core tasks: building on existing credibility in the sport; working with hot talent who were already part of the social conversation, in order to be a part of the narrative of empowerment in a meaningful way; and delivering reach and cut through across multiple

UNILEVER PERSONAL CARE & FIFA WOMEN'S WORLD CUP

ENTERED BY: CSM SPORT & ENTERTAINMENT

This multi-brand collaboration around the FIFA Women's World Cup 2023 emerged as a cultural catalyst, propelling gender equality and confidence in sports through impactful brand communications and social initiatives. With purpose at its core, brands like Dove, Rexona, Lifebuoy, Lux, and Closeup activated across 40+ markets.

XERO & FIFA WOMEN'S WORLD CUP

ENTERED BY: THE SPACE BETWEEN

This partnership leveraged the power and success of the Lionesses football team on the global stage, to drive brand and commercial growth. To engage small & medium businesses and fans, the campaign told the stories of businesswomen behind the game and presented Xero as the brand which frees people to embrace bigger possibilities.

WINNER

MCDONALD'S UK & FIFA WOMEN'S WORLD CUP ENTERED BY: RED CONSULTANCY

This heavy duty campaign integrated PR, experiential and social to help McDonald's become the most talked about brand during the tournament an unrivalled 49% share of voice vs other sponsors. As a bonus, McDonald's created Mary Earps merchandise when Nike failed to produce a replica kit.



HIGHLY COMMENDED

XERO & FIFA WOMEN'S WORLD CUP

ENTERED BY: THE SPACE BETWEEN

FOOTBALL SPONSORSHIP

SHORTLIST

LALIGA - THE TWO BIGGEST NAMES IN WORLD FOOTBALL JOIN FORCES

ENTERED BY: CSM SPORT & ENTERTAINMENT

This campaign was about launching LaLiga's new logo (double L) and brand positioning "The Power of our Fútbol" in the UK & Ireland, a key market for the elite Spanish football league. In a shrewd move, LaLiga became the shirt sponsor for Welsh Football Club Clwb Pêl Droed $Llanfairpwllgwyngyllgogerychwyrndrobwllllantysiliogogogoch.\ The\ team\ has$ no less than five double L's in its name.

OKX & MAN CITY BRING FOOTBALL FANS CLOSER TO THEIR HEROES AND WEB3

ENTERED BY: CREATIVE ARTISTS AGENCY

This partnership has been activated with great success. Latest fan survey data shows 22% have brand awareness, 61% have brand affinity, and 63% are more likely to consider OKX for a crypto wallet. From educating fans about Web3 through player activations in the metaverse, to AR and Al-led campaigns, the partnership has delivered significant exposure for OKX.

SELA & NEWCASTLE UNITED FC - 'WE'RE BACK'

ENTERED BY: SELA & NEWCASTLE UNITED FC

The hook for 'We're Back' was that Newcastle United were returning to the UEFA Champions League after 20 years. With fans filled with anticipation, Sela (a creator of spectacular experiences and iconic destinations) surprised all by staging a UK-first: a football-themed drone show above St. James' Park stadium

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WINNER

XERO & FIFA WOMEN'S WORLD CUP ENTERED BY: THE SPACE BETWEEN

Record viewing figures and record-breaking interest in the women's game delivered excellent reach for this innovative campaign and 38% of added value for Xero. Xero's brand is healthier than ever, with those aware of the sponsorship more likely to seek information and switch to Xero.



HIGHLY COMMENDED

STANDARD CHARTERED & 'PLAY ON' CAMPAIGN

ENTERED BY: OCTAGON

LEGO MINECRAFT PARTNERSHIP

ENTERED BY: VENATUS

The mission of this campaign was to forge a seamless bridge between the imaginative realms of Minecraft's digital universe and the tactile, creative joy of LEGO play. Targeting gamers aged 6-12, the partnership aimed to inspire creativity, elevate brand awareness, and deepen engagement by colliding two worlds.

'UNLOCK YOUR UNIVERSE' WITH LUCOZADE & STARFIELD

ENTERED BY: ESSENCEMEDIACOM S&E

This partnership was about helping the energy drink brand tackle declining 'cool' perceptions by delving deeper into the Energy and Gaming space with Xbox. Building on its Xbox & Halo Infinite campaign's success, Lucozade selected the hotly anticipated Starfield – the first new Bethesda IP in 25 years.

SKY BROADBAND & GUILD ESPORTS

ENTERED BY: GUILD ESPORTS

This game-changing collaboration has proven highly beneficial to both organisations. Sky was seeking a partner that would enable it to reach a younger audience and gaming demographic, and Guild needed a sponsor that would elevate its 'Path to Pro' grassroots programme. Both sides garnered heightened awareness and yielded strong results.

VIRGIN MEDIA GAMEPAD

ENTERED BY: M&C SAATCHI SPORT & ENTERTAINMENT

This entry centres on Virgin Media's five-year commitment, in partnership with The O2, to deliver an always on free gaming destination: Virgin Media Gamepad. Open 364 days a year, Gamepad has become the ultimate gaming destination in the UK, attracting 50,000 visitors to date and building a network of creator and streamer partnerships.

WINNER

'UNLOCK YOUR UNIVERSE' WITH LUCOZADE & STARFIELD

ENTERED BY: ESSENCEMEDIACOM S&E

Lucozade's 3-month 'Unlock Your Universe' campaign, leading up to Starfield's release, featured omni-channel promotions, bespoke social competitions, and branded content and events. It generated significant ad awareness, purchase intent, and +£9M incremental sales YOY, strengthening Lucozade's position in the Energy and Gaming markets.



MASS PARTICIPATION SPONSORSHIP

SHORTLIST

MIGHTY HIKES & SANTANDER

ENTERED BY: MACMILLAN CANCER SUPPORT

This partnership set out to make money one less worry for people affected by cancer. Through sponsoring Mighty Hikes, the partners were able to increase awareness, alongside raising vital funds for Macmillan's services.

RACE FOR LIFE & STANDARD LIFE

ENTERED BY: CANCER RESEARCH UK

This partnership was centred around the Race for Life event series. The sponsor's aim was to engage employees around a common cause that affects nearly 1 in 2 people: cancer. The above-the-line marketing campaign and employee engagement were key to the success of Race for Life 2023.

RACE FOR LIFE & STANDARD LIFE ENTERED BY: CANCER RESEARCH UK The new partnership hit the ground running, raising over £30m for the charity's life-saving work and boosting both affinity and brand consideration for the incoming sponsor. Employee engagement was very successful, with 619 employees using the code supplied to enter a Race for Life event – an impressive 9.5% of the workforce. Proud Partner Standard Life Part of Phoenix Group

AEG GLOBAL PARTNERSHIPS
NATIONAL PORTRAIT GALLERY
THE RYDER CUP EUROPE
VICTORIA AND ALBERT MUSEUM

SPORTS RIGHTS HOLDER OF THE YEAR - WINNER

THE RYDER CUP EUROPE

For 2023, Ryder Cup Europe's post-event partner satisfaction survey achieved a score of 9/10 – a record. It was the biggest commercial programme ever, with seven Worldwide Partners, 37 partners in total, with a record 153% increase in sponsorship revenue versus the previous cycle.



ENTERTAINMENT RIGHTS HOLDER OF THE YEAR - WINNER

AEG GLOBAL PARTNERSHIPS

AEG Global Partnership offers brands a huge variety of activation opportunities within its portfolio. Whether it be in a festival/venue landscape where partners can showcase their brand through a physical activation, or by securing a naming rights deal, partners can connect with fans, achieving their goals. Partners have included Adidas, Amex, BA and L'Oreal.



ARTS RIGHTS HOLDER OF THE YEAR - WINNER

With 2.8m visitors annually, a membership of 100,000 and an online following of 4m online, the V&A has proved a magnet for brands like Gabrielle Chanel, Rocco Forte Hotels, Net-A-Porter, & Genesis Motors. The museum's data-driven approach enables it to effectively partner aligned brands.



SHORTLIST

THE GALLAGHER LEADERS SCRUM

ENTERED BY: PITCH MARKETING

This partnership with Premiership Rugby was about creating an emotional connection with the client's target audience. Gallagher demonstrated its commitment to business leaders, through an integrated campaign that included targeted promotion across Gallagher and Premiership Rugby channels, bespoke mentoring for leaders and an industry leading content series.

TEAMVIEWER: 'FIND YOUR BETTER'

ENTERED BY: WEAREFEARLESS. & TEAMVIEWER

'Find Your Better' was about building on brand awareness successes achieved through partnerships with Manchester United FC and Mercedes F1. To get to the next level, TeamViewer needed a cut-through strategy to galvanise its team, drive consideration amongst prospects and increase customer loyalty.





BARCLAYS - OFFICIAL BANK PARTNER OF WIMBLEDON

SPONSORED BY: BARCLAYS

ENTERED BY: M&C SAATCHI SPORT & ENTERTAINMENT

This campaign was year one of the bank's new partnership with Wimbledon. Highlights included fan activations at the Barclays Clubhouse, large donations to The Wimbledon Foundation, customer rewards and experiences, and money-can't-buy hospitality opportunities for clients.

IG & ECB (ENGLAND & WALES CRICKET BOARD)

ENTERED BY: CSM SPORT & ENTERTAINMENT

This partnership with the England & Wales Cricket Board is about making the brand more familiar and accessible to traders, investors and fans. The Ashes series in 2023 provided an opportunity to take the partnership to the next level via the Net Gains fund – a campaign that drove deeper engagement with fans and also addressed needs at a grassroots level.

DEFENDER & RUGBY WORLD CUP FRANCE 2023

ENTERED BY: HAVAS PLAY

The campaign used the Rugby World Cup 23 to launch Defender as a standalone brand. 'Embrace the Impossible' was a 360 campaign that championed Defender and a diverse group of rugby trailblazers. The result was excellent levels of brand awareness and growth in affinity and consideration scores.

PADDY POWER & THE WORLD DARTS CHAMPIONSHIP

ENTERED BY: PADDY POWER

This headline partnership with the World Darts Championship was an opportunity to make mischief, champion charity, help save lives, and boost brand trust and love. By the end, Paddy Power had encouraged 136,000 men to check their prostate cancer risk, and made a huge charity donation of around £1m.

DROP IN WITH SAMSUNG - SAMSUNG UK & SKATEBOARD GB

ENTERED BY: IRIS

The partnership with Skateboard GB, the governing body for British skateboarding, manifested in Drop In With Samsung, a platform that invited young skate fans to demonstrate they have the guts to try. The partners created an extensive social content campaign and built an entire skate experience.

SKY MOBILE'S TRANSFER WINDOW SPONSORSHIP ENTERED BY: SKY MEDIA

This campaign was about creating cut through for the brand in the lead up to the highly anticipated iPhone 15 launch. Zoning in on Sky Sports' football fans, the partners identified an opportunity to align Sky Mobile's 'Text-to-switch' proposition with the notoriously time-sensitive football Transfer Window.

VITALITY & ECB (ENGLAND & WALES CRICKET BOARD)

ENTERED BY: THE SPACE BETWEEN

This partnership tapped into the client's ethos of rewarding every step and move its customers make. Targeting 35-44 ABC1 cricket fans, the 'Take the Single' campaign communicated to a time and energy poor cricket audience that exercise doesn't have to be vigorous and challenging to be worthwhile.

WINNER

PADDY POWER & THE WORLD DARTS CHAMPIONSHIP ENTERED BY: PADDY POWER

The campaign oozed creativity at every level. It also secured huge sums for charity and delivered massive commercial benefits – including 9000 new customers, widespread PR, heavy digital content consumption and uplifts in brand metrics. That certainly deserves a '180'!



HIGHLY COMMENDED

DROP IN WITH SAMSUNG - SAMSUNG UK & SKATEBOARD GB

ENTERED BY: IRIS

FIRST TIME SPONSOR AWARD

SHORTLIST

ASAHI SUPER DRY & MANCHESTER CITY FC

ENTERED BY: CSM SPORT & ENTERTAINMENT

This partnership with Manchester City was designed to support the sponsor's ambition to become a top 10 beer brand by 2030. Asahi is determined to be 'not just another official beer brand' and used the club's pre-season tour to Japan to showcase the players' passions with a twist.

CROSTA & MOLLICA - CHANNEL 4 FOOD SPONSORSHIP ENTERED BY: CHANNEL 4

This partnership was about building brand awareness for the premium Italian food business. Having never invested much into ATL, Crosta & Mollica chose Channel 4 Food sponsorship because it provided a platform to reach a broad audience over an extended period of time with high frequency. Multiple creative executions were shot in authentic Italian locations.

READY OR NOT?! - WITH E.L.F. & CHANNEL 4

ENTERED BY: WAVEMAKER UK

The campaign was about finding an engaging way to drive awareness of the cosmetics brand and its ethos to shape culture through positivity, inclusivity and accessibility. Showing the UK that e.l.f. is for every eye, lip and face, the partners created a three-part series with content creator Adeola Patronne.

KIND SNACKS & THE FA AND ENGLAND LIONESSES

ENTERED BY: KIND SNACKS

The challenge with this partnership was how to establish a new sponsor of the England Team in a World Cup year, when partners were outspending them by 100/1. Taking a leaf out of the Lionesses playbook, KIND decided to roar, with high-impact activations across media, PR & customer that captured the hearts of consumers.

METRO BANK - CHAMPION OF WOMEN'S AND GIRLS' CRICKET

ENTERED BY: THE SPACE BETWEEN

This ground-breaking six-year purpose driven partnership with the ECB is based on a shared ambition to make cricket more accessible, inspire the next generation, and champion a positive future for women and girls in UK communities.

MOJU ON CHANNEL 4 FOOD BREAKFAST

ENTERED BY: CHANNEL 4

This partnership was about increasing awareness and household penetration for the nutritional drinks brand. Strategically, Moju wanted to become a habit rather than an occasional indulgence. As a brand committed to improving wellbeing, the sponsorship also enabled Moju to reinvent itself as a favourite morning ritual.

OAKNORTH BANK & ENO'S CARMEN

ENTERED BY: ENGLISH NATIONAL OPERA

The client was looking to align with an organisation that could provide access to high-net worth individuals, whilst engaging guests and employees with hospitality opportunities. Sponsorship of English National Opera's production of Carmen, a well-loved opera, was the perfect opportunity to achieve this.

OKX AND THEIR GLOBAL PARTNERS BRING FANS CLOSER TO THEIR HEROES AND WEB3

ENTERED BY: CREATIVE ARTISTS AGENCY

OKX's partnerships with Manchester City, McLaren Formula 1 Team, Majesticks Golf Team, and additional talent, were founded with the aim of executing ground-breaking activations and campaigns that add value for global fanbases, while helping build a distinctive brand. To date, results show high levels of awareness amongst fans, which have strengthened levels of association for key brand attributes and encouraged positive, impactful affinity for OKX and Web3.

WINNER

KIND SNACKS & THE FA AND ENGLAND LIONESSES ENTERED BY: KIND SNACKS

ENTERED DI. KIND SNACK

This campaign had a huge impact on the client's business, enabling KIND to execute at scale. The campaign not only delivered against all objectives, but elevated the total healthy snacking category - and KIND to the forefront of it.



HIGHLY COMMENDED

METRO BANK - CHAMPION OF WOMEN'S AND GIRLS' CRICKET

ENTERED BY: THE SPACE BETWEEN

CASILLERO DEL DIABLO ON MOVIES ON SKY

ENTERED BY: SKY MEDIA, SPARK FOUNDRY & SPP MEDIA

This long-running partnership has set the gold standard for long-term sponsorship campaigns, now celebrating a decade-long journey. Launching in 2015, this collaboration has proven its ability to adapt and evolve, creatively and commercially, alongside changes in consumer and viewer habits.

THEAKSTON OLD PECULIER CRIME WRITING FESTIVAL & T&R THEAKSTON

ENTERED BY: HARROGATE INTERNATIONAL FESTIVALS

This long-term partnership brings together Theakston Old Peculier with the Harrogate Crime Writing Festival. It provides an excellent platform on which to market Old Peculier to a national and international audience through media coverage of the Festival and related Awards, delivering substantial awareness boosts among book buyers.

A DECADE OF DRIVING DELIVERY FOR VOLVO

ENTERED BY: SKY MEDIA & MINDSHARE

This decade-long partnership has evolved from a simple brand alignment to a deeply-integrated relationship; telling stories that bring to life the values that Volvo and Sky audiences care about. The journey has delivered continuous improvements in brand consideration, preference and purchase intent.

CASILLERO DEL DIABLO ON MOVIES ON SKY ENTERED BY: SKY MEDIA, SPARK FOUNDRY & SPP MEDIA Casillero del Diablo has grown in awareness, consideration and sales exponentially since 2015, and is now the UK's 4th largest wine brand – almost exclusively off the back of this sponsorship. Brand awareness has witnessed an impressive +35% increase since 2015, reaching an enviable 76%, while penetration has surged by a remarkable +58%. Sky Cinema

SHORTLIST

GOOGLE CHROME & MCLAREN

ENTERED BY: LAUNDRY SERVICE: A WASSERMAN COMPANY

This activation is one element of Google's partnership with McLaren Formula 1 Team. Google Chrome is used across the team's operations, supporting performance at the track and at the McLaren Technology Centre. Throughout 2023, the partnership was brought to life by giving Chrome a role in the cultural conversation around F1, through social and digital content.

GULF & WILLIAMS RACING FAN LIVERY CAMPAIGN 2023

ENTERED BY: CREATIVE ARTISTS AGENCY

This campaign was designed to create global awareness and understanding of Gulf's distinct brand proposition amongst F1 fans. Gulf's key activation with Williams for the 2023 F1 season, the Gulf Fan Livery Vote campaign was crafted to create a number of high impact moments as part of a coherent multiphased 360 campaign that ran from May until October.

DEFENDER & RUGBY WORLD CUP FRANCE 2023ENTERED BY: HAVAS PLAY

This campaign used the Rugby World Cup 23 to launch Defender as a standalone brand. 'Embrace the Impossible' was a 360 campaign that championed Defender and a diverse group of rugby trailblazers. The result was excellent levels of brand awareness and growth in affinity and consideration scores

NISSAN FORMULA E TEAM - BRAIN TO PERFORMANCE PROJECT

ENTERED BY: PRISM SPORT + ENTERTAINMENT

This partnership set out to push the boundaries of technology and sport; creating a ground-breaking campaign that would allow Nissan Formula E Team to engage audiences beyond motorsport. The ambition was to deliver against Nissan's brand position of "Daring to do what others don't."

TEAMVIEWER: 'FIND YOUR BETTER'

ENTERED BY: WEAREFEARLESS. & TEAMVIEWER

'Find Your Better' was about building on brand awareness successes achieved through partnerships with Manchester United FC and Mercedes F1. To get to the next level, TeamViewer needed a cut-through strategy to galvanise its team, drive consideration amongst prospects and increase customer loyalty.

UNILEVER PERSONAL CARE & FIFA WOMEN'S WORLD CUP

ENTERED BY: CSM SPORT & ENTERTAINMENT

This multi-brand collaboration around the FIFA Women's World Cup 2023 emerged as a cultural catalyst, propelling gender equality and confidence in sports through impactful brand communications and social initiatives. With purpose at its core, brands like Dove, Rexona, Lifebuoy, Lux, and Closeup activated across 40+ markets.

UNILEVER PERSONAL CARE & FIFA WOMEN'S WORLD CUP ENTERED BY: CSM SPORT & ENTERTAINMENT Unilever Personal Care's campaign achieved impressive benefits for all participating brands. In-person engagement, digital & Al activation, broadcast partnerships, stadium presence and educational impact delivered memorable impact on both Unilever's brands and gender equality in sport.

BEST USE OF RESEARCH, MEASUREMENT & EVALUATION

SPONSORED BY YOUGOV



SHORTLIST

CO-OP LIVE

ENTERED BY: MKTG SPORTS + ENTERTAINMENT

Co-op Live is aiming to redefine how music and entertainment venues operate and deliver for fans. To help support and set this process in motion, a comprehensive research programme was commissioned by OVG International in partnership with dentsu Sports Analytics.

OKX AND THEIR GLOBAL PARTNERS BRING FANS CLOSER TO THEIR HEROES AND WEB3

ENTERED BY: CREATIVE ARTISTS AGENCY

OKX's partnerships with Manchester City, McLaren Formula 1 Team and others, were founded with the aim of executing ground-breaking activations, while helping build a distinctive brand. Research played a key role in partner selection, and was also deployed at a later stage to show the amplifying power of sponsoring both Manchester City and McLaren. Qualtrics conducted three waves of impartial research, which surveyed fans who were either investors in crypto or intended to invest.

PADDY POWER & RACING ON ITV

ENTERED BY: ITV & SAVANTA

This partnership with ITV Racing was designed to increase brand consideration and turnover from race betting. Savanta was commissioned to evaluate the sponsorship over the course of its first two years and deployed a robust research methodology to track the fortunes of Paddy Power versus key competitors.

SKY MOBILE'S TRANSFER WINDOW SPONSORSHIP

ENTERED BY: SKY MEDIA

The campaign was about creating cut through in the lead up to the iPhone 15 launch. Zoning in on Sky Sports' football fans, the partners identified an opportunity to align Sky Mobile's 'Text-to-switch' proposition with the football Transfer Window. Sponsorship effectiveness research, conducted by Savanta, showed increases in key consumer metrics, while Sky Commercial data provided an insight into incremental sales.

WINNER

CO-OP LIVE

ENTERED BY: MKTG SPORTS + ENTERTAINMENT

This excellent initiative set out to place insight at the heart of the strategic process. This led to measurement and research being a topic much earlier than is often the case in sponsorship scenarios. The breadth of engagement achieved indicated a high-volume of returns for the research programme, with its impact being felt across all areas of the business.



BEST USE OF PUBLIC RELATIONS

SUPPORTED BY THE PRCA



SHORTLIST

LALIGA - THE TWO BIGGEST NAMES IN WORLD FOOTBALL JOIN FORCES

ENTERED BY: CSM SPORT & ENTERTAINMENT

This campaign was about launching LaLiga's new logo and brand positioning "The Power of our Fútbol" in the UK & Ireland, a key market for the elite Spanish football league. In a shrewd PR move, LaLiga became the shirt sponsor for Welsh Football Club Clwb Pêl Droed Llanfairpwllgwyngyllgogerychwyrndrobwlllantysiliogogogoch. The team has no less than five double L's in its name.

MCDONALD'S UK & FIFA WOMEN'S WORLD CUP

ENTERED BY: RED CONSULTANCY

The client backed the FIFA Women's World Cup with intensity, innovation & investment. It secured FIFA screening licences before ITV and the BBC; created women's football's first collectable figurine; staged fan events and provided participation for youngsters. By integrating PR, experiential and social, McDonald's become the most talked about brand during the tournament, with 49% share of voice vs other sponsors.

PADDY POWER'S BIG 180 CHARITY DARTS CAMPAIGN

ENTERED BY: PADDY POWER

The goal of this campaign was to raise awareness of Prostate Cancer and funds for charity Prostate Cancer UK. In a clever and characteristically funny execution, the sponsor gave the charity £1000 for every player who hit '180' at the most recent World Darts Championship. It raised £1m and a smile or two along the way.

SELA & NEWCASTLE UNITED FC - 'WE'RE BACK'

ENTERED BY: SELA & NEWCASTLE UNITED FC

The hook for 'We're Back' was that Newcastle United were returning to the UEFA Champions League after 20 years. With fans filled with anticipation, Sela surprised all with a football-themed drone show above St. James' Park stadium. Millions engaged globally, with plaudits from fans and media. The content reached 1bn+ people in 162 countries, was published by 80+ media outlets and became a talking point across sport.

TOMBOLA'S CRITTER CHALLENGE

NTERED BY: KLAXONN

tombola, the long-established sponsor of I'm A Celebrity, wanted to leverage PR for the first time to celebrate another year of sponsorship and generate awareness of it new IAC themed mobile game. The result was the 'tombola Critter Challenge', a live AR and sensory experience 'mystery box' challenge that generated media and social buzz.

WINNER

PADDY POWER'S BIG 180 CHARITY DARTS CAMPAIGN

ENTERED BY: PADDY POWER

Paddy Power called this "the most important campaign we've ever done". It gained five times more media coverage than any Paddy Power campaign ever. Aside from £1 million raised for charity, there were thousands of articles of coverage, all mentioning the prostate cancer campaign.



HIGHLY COMMENDED

LALIGA - THE TWO BIGGEST NAMES IN WORLD FOOTBALL JOIN FORCES

ENTERED BY: CSM SPORT & ENTERTAINMENT

BEST USE OF A SMALLER ACTIVATION BUDGET

SHORTLIST

AMERICAN EXPRESS & AMEX TIKTOK CORRESPONDENT WITH BRIGHTON & HOVE ALBION

ENTERED BY: HOPE&GLORY

This campaign was built around Brighton & Hove Albion's first-ever pre-season tour in the USA. To celebrate this transatlantic opportunity, American Express launched a national search for an 'Amex TikTok Correspondent' to create content for social media channels. The campaign saw a 10% increase in brand consideration among potential cardmembers.

CADBURY & GRENFELL ATHLETIC FC

ENTERED BY: MKTG SPORTS + ENTERTAINMENT

This community-focused partnership saw Cadbury club together with 14 football clubs to help fund Grenfell Athletic FC. With the club acting as a focal point for hope and resilience, donations helped finance a football pitch, goal nets, corner flags for the pitch, dugouts, training equipment and grounds staff.

OAKNORTH BANK & ENO'S CARMEN

ENTERED BY: ENGLISH NATIONAL OPERA

The client was looking to align with an organisation that could provide access to high-net worth individuals, whilst engaging guests and employees with hospitality opportunities. Sponsorship of English National Opera's production of Carmen, a well-loved opera, was the perfect opportunity to achieve this.

ADVENTURES IN SAND & SPIN MASTER

ENTERED BY: SUPER.

This innovative partnership demonstrated the power of kinetic play in engaging children in STEM, Humanities and Arts education at an early age; whilst increasing brand and product awareness. In particular the campaign highlighted the impact of play for children with special educational needs and disabilities.

WINNER ADVENTURES IN SAND & SPIN MASTER ENTERED BY: SUPER. The brief was to increase brand recognition, and this campaign went above and beyond. SUPER. utilised the budget to such effect that each engaged child who had access to the free product had up to 12 hours of brand engagement and product placement – over 900,000 hours of product sampling and brand engagement in just 12 weeks. JUST ANNOUNCED. SPIN MASTER'S KS1 KINETIC SAND STEM SCHOOLS PROGRAMME (INCLUDING SEN(D) SUPPORT) – LAUNCHING SEPTEMBER 2023 SUPER.

20/20 VISION AWARD - CELEBRATION OF CRAFT & CREATIVITY

SHORTLIST

MASTERCARD 'PLAYER OF THE MATCH' SOUNDTRACK TROPHY RWC23

ENTERED BY: OCTAGON & MASTERCARD

This campaign was built on the back of the Rugby World Cup 2023. It celebrated rugby's 200th anniversary by looking ahead to the next 200 years through multi-sensory technology, entertainment and content. This was manifested in the form of the Player of the Match Soundtrack Trophy.

SKY MOBILE'S TRANSFER WINDOW SPONSORSHIP ENTERED BY: SKY MEDIA

The campaign was about creating cut through for the brand in the lead up to the highly anticipated iPhone 15 launch. Zoning in on Sky Sports' football fans, the partners identified an opportunity to align Sky Mobile's 'Text-to-switch'

STANDARD CHARTERED & 'PLAY ON' CAMPAIGN

proposition with the notoriously time-sensitive football Transfer Window.

ENTERED BY: OCTAGON

This creative partnership with Liverpool FC began with the insight that twice as many girls as boys quit sport by age 14. It then linked this to the fact that 94% of women in C-suite positions played sport through their teens. To draw attention to this, the partners created films which imagined top Liverpool players quitting football – giving the same reasons as young girls.

A DECADE OF DRIVING DELIVERY FOR VOLVO

ENTERED BY: SKY MEDIA & MINDSHARE

Sponsored by Volvo and entered by Sky Media, this decade-long partnership has evolved from a simple brand alignment to a deeply-integrated relationship; telling stories that bring to life the values that Volvo and Sky audiences care about. The journey has delivered continuous improvements in brand consideration, preference and purchase intent.

BAUER MEDIA & WICKES

ENTERED BY: BAUER MEDIA

This hard-working campaign entered its 12th year in 2023. By delivering ever more integrated, creative, innovative and effective campaigns across Bauer's platforms, the partners drove awareness to its highest level of 97%, with campaign recognisers feeling more positive about Wickes at 73%.

WINNER STANDARD CHARTERED & 'PLAY ON' CAMPAIGN ENTERED BY: OCTAGON The Play On Campaign exceeded expectations. The initial awareness campaign created a cut-through moment, snowballing into a cultural movement. With \$15,000 paid media spend the partners achieved 20m film views. The campaign was also featured on ITV, reaching 800,000 viewers.

BEST USE OF TECHNOLOGY IN SPONSORSHIP

SHORTLIST

THE LGBTQ+ MUSEUM VR & DELOITTE

ENTERED BY: DELOITTE

This partnership is a powerful example of how technology can do good and stand out in a sea of sameness by being human, using creativity, positivity and inspiration. In this case, Deloitte worked with extended reality specialist Antonia Forster to create a virtual museum full of stories from the LGBTQ+ community.

NISSAN FORMULA E TEAM – BRAIN TO PERFORMANCE PROJECT

ENTERED BY: PRISM SPORT + ENTERTAINMENT

This partnership set out to push the boundaries of technology and sport; creating a ground-breaking campaign that would allow Nissan Formula E Team to engage audiences beyond motorsport. Using the expertise of Nissan's global innovations team, it was possible to enhance Nissan Team driver performance on and off the track like never before.

OKX AND MAN CITY USE THE METAVERSE TO SUPERCHARGE THE FAN EXPERIENCE

ENTERED BY: CREATIVE ARTISTS AGENCY

This partnership has been activated with great success. Latest fan survey data shows 22% have brand awareness, 61% have brand affinity, and 63% are more likely to consider OKX for a crypto wallet. From educating fans about Web3 through player activations in the metaverse, to AR and Al-led campaigns, the tech-powered partnership delivered significant exposure.

WINNER NISSAN FORMULA E TEAM - BRAIN TO PERFORMANCE PROJECT ENTERED BY: PRISM SPORT + ENTERTAINMENT This winning campaign yielded significant ROI from a global audience engagement perspective. The key message of Nissan being a pioneering and daring leader in the field of EV development was consistently integrated, and the brand grew relevance beyond on-track performance.

SPONSORSHIP INNOVATION OF THE YEAR

SHORTLIST

THE AUDI PERFORMANCE ZONE OF SKY SPORTS ENTERED BY: SKY MEDIA & PHD

MASTERCARD 'PLAYER OF THE MATCH' SOUNDTRACK

TROPHY RWC23
ENTERED BY: OCTAGON & MASTERCARD

ROCKSTAR ENERGY & STORMZY

ENTERED BY: GLOBE - UNIVERSAL MUSIC GROUP

SKY BROADBAND & GUILD ESPORTS - #NOROOMFORABUSE

ENTERED BY: GUILD ESPORTS

SELA & NEWCASTLE UNITED FC - 'WE'RE BACK'

ENTERED BY: SELA & NEWCASTLE UNITED FC

WEAREFEARLESS. & HACKNEY WOMEN'S FC

ENTERED BY: WEAREFEARLESS.



SPONSORSHIP AGENCY OF THE YEAR

SPONSORED BY WASSERMAN LIVE



SHORTLIST

ESSENCEMEDIACOM SPORT & ENTERTAINMENT

M&C SAATCHI SPORT & ENTERTAINMENT

MATCHEIT

MKTG SPORT + ENTERTAINMENT

OCTAGON

PUBLICIS SPORT & ENTERTAINMENT

SUPER.

THE SPACE BETWEEN

WE ARE FUTURES

WEAREFEARLESS.

SPONSORSHIP AGENCY OF THE YEAR - LARGE

M&C SAATCHI SPORT & ENTERTAINMENT

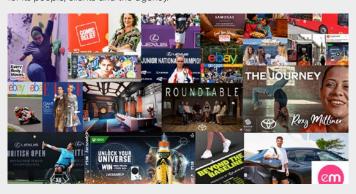
With UK revenues of £30m and an 18% profit margin, M&C Saatchi Sport & Entertainment has had another terrific year. New business wins included adidas and Hyundai. Always innovative, the company launched new social and live divisions in 2023. One client said: "They are creative minds that push the boundaries."



SPONSORSHIP AGENCY OF THE YEAR - MEDIUM-BOUTIQUE

ESSENCEMEDIACOM SPORT & ENTERTAINMENT

EssenceMediacom Sport & Entertainment's goal in 2023 was to embed its clients in culture and enhance the consumer experience – an approach that led to measurable benefits clients such as eBay, Toyota, Lexus, Sky, Lucozade, Subway and Google. Bringing together its core specialisms of creative, data, tech, media and content, with a "people first" approach, it accelerated growth for its people, clients and the agency.



SPONSORSHIP AGENCY OF THE YEAR

- BREAKTHROUGH

THE SPACE BETWEEN

The Space Between team delivered an exceptional financial performance, exceeding its revenue target by a wide margin. With client wins including OVO, Metro Bank and Xero, it has quickly established itself as a go-to agency for Women's Sport, working across the Women's Rugby World Cup, the Women's Ashes, and the FIFA Women's World Cup.



CHAMPIONS OF SPONSORSHIP 2023

ARTS

RACHEL CLARKE, FOUNDER ALBRIGHT SPECIAL

Rachel Clarke has been a pivotal figure in arts sponsorship for almost as long as the UK Sponsorship Awards have been in existence. After successful periods at Four Communications, Sponsorship Consulting and Corporate Reputation Consulting, she set up Albright Special in 2015 and has never looked back. One of the Awards' most dedicated and long-standing judges, Rachel has a proven track record working with businesses and not-for-profits on results-driven multi-stakeholder projects. As one executive put it, "Rachel is a shining star for really strong, mutually beneficial and ethical cultural sponsorship."

SPORTS

MATT O'DONOHOE, PRESIDENT, CAA SPORTS INTERNATIONAL

Matt O'Donohoe is an ace deal-maker, brokering a range of partnerships across football, golf and motor racing. An illustrious roster of clients includes F1 and Red Bull Racing. Matt's achievements haven't gone unnoticed by CAA, which recently named him president of CAA International. In this role, he will play a key role in managing the sports division's 350 employees. Since joining CAA in 2011, Matt has also played an instrumental role in acquisitions of companies such as PGM, Camano Communications, and ICM Partners. He has also managed CAA's partnership with Polaris Sports, through which the agency shares representation of Cristiano Ronaldo.

ENTERTAINMENT

NATHAN KOSKY, VP, AEG GLOBAL PARTNERSHIPS

Nathan Kosky leads the sales efforts across AEG's premium UK venues. He has been instrumental in creating and delivering new partnerships at iconic entertainment venue, The O2, for over 10 years. In that time, Nathan has driven annual revenue from £30m per annum to in excess of £45m per annum in 2023, bringing in brands such as Qatar Airlines, Pepsi, Fiat and Virgin Media. In addition, Nathan has renovated the sales efforts across AEG's sister company ASM – more than doubling sponsorship revenue in three years. If that doesn't bowl you over, outside of work he also has a successful cricketing podcast.

BRAND

SAM INSKIP, SENIOR DIRECTOR/VP BRAND & SPONSORSHIPS, SANTANDER

After eight years at McLaren, Sam Inskip joined Santander. Now he leads the innovation, strategy, management, activation, measurement and evaluation of Santander's brand & sponsorship programmes. This includes powerhouse properties such as the UEFA Champions League, London's Santander Cycles hire scheme, Formula 1, Ferrari and McLaren. In addition, he oversees Santander's activities in esports, financial education and sustainability. In its nomination paper for Sam, Santander said: "Sam is passionate, skilled and creative and is behind much of the work we celebrate. He has been instrumental in our successful partnerships."

THE BARRIE GILL AWARD FOR MOST PROMISING YOUNG SPONSORSHIP EXECUTIVE

SUPPORTED BY GLOBALJOBS



SHORTLIST

ADAM VARNEY

VITALITY UK.

Adam joined the sponsorship team just as the country was exiting COVID-19 pandemic. In a short space of time he excelled - quickly progressing to work on large experiential activities. He is a highly motivated individual and a strong team player, which saw him become the sponsorship lead for Vitality's SoccerAid partnership in 2022 and 2023. His work helped to foster relationships with Vitality members and advisers, and also with overall brand building.

ELLIE PIKE

AEG EUROPE.

Ellie has consistently proven herself an invaluable asset for AEG Europe's Global Partnerships team. Her drive and determination is impressive, and her work across The O2's naming rights partnership has been fundamental from both a relationship POV and a deliverables perspective. Ellie has also taken a lead role in the launch of the Virgin Media Gamepad at The O2.

EMILY GOODWIN

BARCLAYS.

During her time at Barclays, Emily has demonstrated her ability to leverage sponsorships as a commercial growth engine of the business, and in doing so, has contributed to the significant increase in sponsorship investment at Barclays. In 2023, she was asked to manage the bank's prestigious new partnership with Wimbledon. With a nine-month planning window, Emily built one of the most comprehensive activation plans the bank has seen.

JESSE KEHOE

CSM SPORT & ENTERTAINMENT.

Jesse is described by his mentors as "a highly motivated individual who is on the right track to achieve whatever he sets out to". He has established himself within the Unilever account team as an utterly reliable operator. He displays a calm, confident approach, guiding workstreams, negotiating solutions and delivering results. He has a keen eye for lucrative opportunities and understands the intricacies of brand partnerships.

TOBY WARNER

PITCH MARKETING

Toby's bosses say he is completely dedicated in his role and incredibly knowledgeable about sponsorship. His work on Gallagher last year led to the campaign being SHORTLISTed for the UK Sponsorship Awards B2B category. He constantly comes up with creative ideas and innovative solutions, ensuring everything is delivered to the highest quality and on schedule. He has also played a key role in supporting NatWest's new partnership with Team GB.

WINNER

EMILY GOODWIN

BARCLAYS.

Not only has Emily delivered for clients, she has transformed internal perceptions of sponsorship, turning it into a passion point for employees. She also remains grounded, acting as a trusted advisor and mentor to younger marketers.

BEST SPONSOR OF THE LAST 30 YEARS

SHORTLIST

BARCLAYS

MCDONALD'S

02

SANTANDER

VISA

VOLVO

WINNER

02

Between them, the Finalists have sponsored everything from F1 to ocean racing, community coaching to pushbikes for the public. It's no exaggeration to say they have contributed hugely to the success of the contemporary sponsorship industry. The winner, however, is O2, which topped the open vote – with McDonald's a commendable second. For many, the O2 brand is synonymous with the iconic millennium dome in London. But it is also a partner for music venues up and down the country, introducing innovations like priority tickets. It has also been a transformative partner for England Rugby, showing as much care and attention for the women's game as for the men's. O2's 'wear the rose' rallying cry is one of the most impactful sponsorship messages of the modern era.

SPONSORSHIP OF THE YEAR

FINALISTS

MORGAN STANLEY, SOMERSET HOUSE AND THE COURTAULD PARTNERSHIP
PSO CRUISES & BAFTA TELEVISION AWARDS

APPRENTICESHIPS, SORTED WITH AMAZON

RECHARGE IN NATURE WITH NATIONAL PARKS PARTNERSHIPS & BMW UK

BARCLAYS COMMUNITY FOOTBALL FUND

SAMSUNG PARTNERS WITH C4'S SUNDAY BRUNCH

THE FUN NEVER ENDS WITH VOXI AND KISS

SAMSUNG & SKATEBOARD UK

ROCKSTAR ENERGY & STORMZY

FOOTBALL ON PIXEL & PIXEL FC - GOOGLE PIXEL

PADDY POWER'S PARTNERSHIP WITH PROSTATE CANCER UK & THE PDC

METRO BANK - CHAMPION OF WOMEN'S AND GIRLS' CRICKET

MCDONALD'S UK & FIFA WOMEN'S WORLD CUP

XERO & FIFA WOMEN'S WORLD CUP

'UNLOCK YOUR UNIVERSE' WITH LUCOZADE & STARFIELD

RACE FOR LIFE & STANDARD LIFE

FIND YOUR BETTER & TEAMVIEWER

KIND SNACKS PARTNERSHIP WITH THE FA AND ENGLAND LIONESSES

CASILLERO DEL DIABLO ON MOVIES ON SKY

UNILEVER PERSONAL CARE & THE FIFA WOMEN'S WORLD CUP

CO-OP LIVE

ADVENTURES IN SAND & SPIN MASTER

STANDARD CHARTERED & 'PLAY ON' CAMPAIGN

NISSAN FORMULA E TEAM - BRAIN TO PERFORMANCE PROJECT

WINNER FOOTBALL ON PIXEL & PIXEL FC - GOOGLE PIXEL Footbal on G Pixel Footbal on G Pixel Footbal on G Pixel Footbal on G Pixel



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